

16/5/5 (Item 4 from file: 350)

DI ALOG(R) File 350: Der went WPI X
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0013499523 - Drawing available
WPI ACC NO: 2003-592049/ **200356**

XRPX Acc No: N2003-471482

E-mail production apparatus generates answer sentence with respect to question sentence which is generated by extracting important sentence related to document text, based on analysis result and inserts answer sentence in document

Patent Assignee: RICOH KK (RICOH)

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Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Number	Kind	Date	Update
JP 2003203070	A	20030718	JP 2002587	A	20020107	200356 B

Priority Applications (no., kind, date): JP 2002587 A 20020107

Patent Details

Number	Kind	Lang	Pg	Dwg	Filing	Notes
JP 2003203070	A	JA	7	4		

Alerting Abstract JP A

NOVELTY - A transmitter (12) transmits document to information processor for analyzing document content. A question generator (14) extracts and generates important sentence related to text of document as a question sentence, based on analysis result. An answer generator (15) generates answer sentence with respect to generated question sentence. An insertion unit (13) inserts generated answer sentence in the document.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

1. e-mail generation method; and
2. computer readable storage medium storing e-mail generation program

USE - E-mail production apparatus.

ADVANTAGE - Enables a documentation person to acquire suitable answer sentence corresponding to question sentence, quickly.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the e-mail production apparatus. (Drawing includes non-English language text).

12 transmitter

13 insertion unit

14 question generator

15 answer generator

Title Terms/Index Terms/Additional Words: MAIL; PRODUCE; APPARATUS; GENERATE; ANSWER; SENTENCE; RESPECT; QUESTION; EXTRACT; IMPORTANT; RELATED; DOCUMENT; TEXT; BASED; ANALYSE; RESULT; INSERT

11/3, K/71

DI ALOG(R) File 654: US PAT. FULL.
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0004999672 ** IMAGE Available

Derwent Accession: 2002-385113

Communication apparatus and method having electronic mail communication function, and program

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	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020054335	A1	20020509	US 2001918499	20010801
Priority				JP 2000233233	20000801
				JP 2001234089	20010801

Full Text Word Count: 25034

Description of the Invention:

...input section, the whole corresponding character string may be inputted, or alternatively, when a top character string corresponding to a user name is inputted, a character string from a character @ downward (a host domain name "dsnmail.dsn.gp2dp.co.jp" of an electronic mail server with which the digital copying machine 203 directly communicates) may be added automatically. A character string such as a title of a transmitted document is inputted in a subject section 304...

21/9/2 (Item 2 from file: 275)

DI ALOG(R) File 275: Gale Group Computer DB(TM)
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02740470 SUPPLIER NUMBER: 108276584 (THIS IS THE FULL TEXT)
Personalise bulk emails with Microsoft Office: conduct an email merge using
Outlook and Word to give messages the personal touch. (email merging)
McManus, Sean
Internet Magazine, 109, 70(3)
Autumn, 2003
ISSN: 1355-6428 LANGUAGE: English RECORD TYPE: Full text
WORD COUNT: 1966 LINE COUNT: 00152

TEXT:

Two words could triple the response you get to your bulk emails.

Email marketing company Stoneshot (www.stoneshot.com) found that a personalised greeting (such as 'Dear Fred') at the start of an email increased responses by 300 per cent when compared with a 'Dear Subscriber' opener. Its results came from a study of 1,000 people on an opt in list, but it's common sense: As a rule we bin envelopes addressed 'dear householder' and open letters from people who know our name.

Nearly everyone sends out bulk emails. Most webmasters create newsletters to remind their visitors to come back when the site's updated, even us (www.internet-magazine.com/email_newsletter). Non-profit groups and sports teams use email circulars to keep members informed and businesses often use standard emails to update their customers on how an order is progressing.

We're not talking about spam here--unsolicited messages are always unwelcome.

But you can use Microsoft Office to personalise the standard emails you regularly send so they're more relevant to recipients. You can also filter people out from a mailing list if a message doesn't apply to them and create flexible email templates which will prompt you for the latest news.

We're going to use Microsoft Word 2000 to perform our email merge, and Outlook 2000 as our email client. Microsoft claims you have to use Outlook or Outlook Express as your default email client to make bulk emailing work, but it will also work with Eudora. This walkthrough can be adapted for Outlook Express relatively easily, and Excel users can import data from spreadsheets.

Unfortunately, Microsoft has nobbled Outlook's email merge functions with a security patch that prevents viruses bulk emailing. If you've installed the patch, you have to wait five seconds and click 'yes' for every email you send. But there's a freeware program to circumvent this--it's included on your cover CD.

CONCLUSION

Email merging is capable of much more than a personalised hello.

If tailoring the greeting can triple reader response, imagine what would happen if the entire email content was tailored? Newsletter subscribers could be asked to indicate which parts of a newsletter they'd like to receive, of what subjects they'd like to be updated on.

The newsletter could then be written to only drop in the paragraphs each recipient wants. Personalising the email gets it attention when it's opened, but if readers know you won't waste their time with irrelevant news, they'll be much quicker to start reading.

You can use email merge to enable communications that are too laborious to contemplate without it. Word can easily crunch through an Excel spreadsheet, pull out an individual's score from a league table, and email it out each week.

In our examples, we've assumed that you want to standardise regular communications. But email merge is equally powerful for one-off bulk emails. When launching a link campaign, for example, you could write a standard email and create a database to store the contact details of potential link partners as you discover them. When you've finished researching partners, you hit merge and the hard work is done for you.

But it's important to do it right. Bad personalisation is worse than none. Visitors will be repelled by a message that starts 'Dear email@address.com'. Spam mailing systems increasingly try to personalise junk email, so your message will be quickly deleted.

Create your database so it humanises your standard emails. Potential

link partners will be quicker to respond if they receive a message that shows you've spent some time at their website. Only you will know that you just wrote a few words to finish the sentence I'd like to exchange links with you because....

STAGE 1 SOURCE DATA

Create the source data for your email merge. Use Outlook if you're already managing contacts with it, or Word if not

(01) INSTALL CLICKYES To stop viruses sending out bulk emails, Microsoft has released a patch for Outlook which disables automatic mass-mailing. To get around this, we'll use a small program called Express ClickYes. You can download it at www.expresssoft.com/mail/maile-clickyes.html or get it from your cover CD.

(02) ADD NEW FIELDS TO CONTACTS If you don't already use Outlook to manage your contacts, jump to Step 6. If you do, add new fields to the contacts in Outlook to hold any extra information you need for the email merge. Go into contacts, click on the View dropdown menu, choose Current View, and then Customise Current View. You can add any of Outlook's predefined fields, or make your own by clicking on New Field.

(03) ENTER NEW FIELD DATA For each contact, go into All Fields, and choose User-defined fields in folder. You can now fill in any empty data fields for each contact.

(04) FILTER RECIPIENTS Use View to show the contacts you want to email. We've added a field called 'Playing Saturday?' to our football team contacts. If we return to Customise Current View again (through the View dropdown menu), we can choose Filter, and under the Advanced options tab can make it display only those which have 'yes' in this field. But today we're going to email everyone.

(05) EXPORT DATA TO WORD Go to Tools, and click mail merge. Make sure you can see all the fields you need on screen, then choose to merge only the Contact fields in current view - it's less cumbersome than having all Outlook's default fields exported. Choose to merge to an email, and you'll be prompted for the email's subject line. Click OK and you'll see Word start up.

(06) CREATING THE DATABASE IN WORD If you're already using Outlook to manage your contacts, you can skip Steps 6-9. If not, you'll find Word much simpler for creating the database. Select Mail Merge from the Tools menu, and choose to Create From Letters in the Active Window for the main document.

(07) CREATE DATA SOURCE Choose to create the data source - you can also open an existing data source, such as an Excel spreadsheet or a Word table. Excel has advanced calculation options and makes data easier to see and edit, so it's useful for sophisticated email merges involving complicated information or big databases.

(08) ENTER THE DATA Now define which field names you'd like to enter data under. Word has a list for you to pick from but it omits email addresses, so you'll need to add that field name yourself to do an email merge. You can create your own field names as long as they don't have spaces in them.

(09) SAVE THE DATA You'll be prompted to save the data file and asked if you'd like to edit it. When you edit the data, you'll be given friendly forms to complete. You can re-edit it later through the Mail Merge menu in Tools, or you can open the file you saved and edit it as a Word table.

STAGE 2

CREATE THE EMAIL

Create the standard email, inserting information from the database as required.

(10) COMPOSE YOUR EMAIL We'll use Word to edit our Form letter, which will be the basis of the email we send out. Whenever you want to drop in some data from your database, use the Insert Merge Field button.

(11) ADD CONDITIONAL STATEMENTS If you go to Add Word Field, you'll find an option to insert an If ... Then ... Else statement. You can use this to drop text into the email depending on the content of a particular field. Here we're using it to send a message saying "you're playing" to players we want on the team for Saturday's match, and a default "sorry - you're not playing" message to those we haven't selected.

(12) MORE ADVANCED CONDITIONS If you press ALT+F9 you'll see the code behind the merge and word fields. To compare the values of two fields in the database, you'll need to code your own word fields. The bold curly brackets are entered using CTRL+F9. The simple code above will compare the value of the field Goals_scored with the value of the field Last_seasons_goals_total for each player. If Goals_scored is less, it'll insert the first message, if it's more or equal, it inserts the second

message.

(13) CUSTOM SE FOR ALL If you're creating a standard email, you might want to change a few details each time it's sent. You can use the word field **FI LLI N** to prompt you with a question to enter information when the merge is performed. If you put \o after the question, you'll only be asked the question once, and your answer will appear in each merged email. We're using it to insert the name of this Saturday's opponents.

(14) CUSTOM SE INDI VI DULLY You can also use **FI LLI N** to prompt you to input different information for each recipient by leaving off the \o. It'll get confusing, though, if you don't insert **MERGEFI ELDs** in your question, so you can see who you're writing about. Here we're using it to add in a personal pep-talk for each player.

(15) DOUBLE CHECK YOUR EMAIL Proofread your email--the spell will be broken if people spot the fact your apparently personal message is from a bulk mail out, so double check for dodgy punctuation (like missing full stops after **MERGEFI ELDs**), strange grammar (like 'you're playing in goal keeper') and bad capitalisation in the source data ('Dear SEAN'). You can preview the final emails easily by clicking the merge button and merging to a new document.

STAGE 3

PERFORM A MAIL MERGE

Merge your source data with your email and use ClickYes to save on button pressing

(16) MAIL MERGE Click the Merge button, and choose Merge to Electronic Mail. If you created your data file in Word, you'll need to go into Set up to tell Word which field contains the email address, and what the subject of the email should be. You'll be asked to confirm it's OK to access the Outlook address book from Word.

(17) COMPLETE FI LLI N FI ELDs You'll be prompted to enter information for the **FI LLI N** fields in your document.

(18) SW TCH ON CLI CKYES You'll be warned that a program is trying to send email, and you'll have to wait five seconds and click 'Yes' for each email, but you can use Express ClickYes to get around this. ClickYes starts minimised in the taskbar, and you can switch it on or off by right-clicking on it. You'll find your personalised emails in your Outlook Outbox or the Sent Items folder.

THE LOWDOWN

DI FFI CULTY

WHAT YOU NEED TO KNOW

Some familiarity with Outlook and Word--you'll need to configure Outlook as your default email client

HOW LONG WLL IT TAKE?

2 hours

JARGON WATCH

Database A collection of records. Like a filing cabinet full of index cards

Email merge To insert selected information from a database into an email

Field A field is used to store a single piece of information about someone, such as their name, age or email address. Like one line on a card index

Record A collection of fields about the same person. Like a card in a card index

MORE INFO

Download Express ClickYes and find information on configuring the security in Outlook Express for bulk emails

www.express-soft.com/mailmate/clckyes.html

A handy eight page guide to Word field codes--useful for more sophisticated email merges

www.pcsupportadviser.com/sasample/e1182.pdf

Microsoft's Outlook 2000 Website

www.microsoft.com/office/previous/default.asp

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